

February 19, 2013

Commissioner Paul Galanti
Virginia Department of Veterans Services
900 East Main Street
Richmond, VA 23219

RE: Request for Virginia Values Veterans Bronze Certification

Dear Commissioner Galanti,

Vox Optima is a woman- and service disabled veteran-owned public relations and business management consulting firm offering full spectrum communications solutions to both government and commercial clients. We are very proud of the fact that since we incorporated Vox Optima in the Commonwealth, we have upheld a corporate philosophy of actively recruiting Veterans. At present, two out of three Vox Optima professionals are Veterans.

Since opening for business in 2005 our company has grown our client list and developed a role as a small business advocate. We have served as leaders in small business operation and advocacy, to include the value of hiring Veterans. It has been part of our DNA from the beginning. As such, hereby requests to enter the Virginia Values Veterans (V3) Certification Program. We have received the training required to execute a Veteran Talent Acquisition and Retention (Vet Pipeline) Program to meet our hiring needs.

We understand how we will continue to focus our hiring and retention efforts to specifically hire and retain Veterans, which we believe to include serving Guardsmen and Reservists. Vox Optima is motivated to play an essential role in the recapitalization of our workforce and will be the future leaders of our business.

Over the next year, we hope to hire at least two (2) new employees during the calendar period ending December 31, 2013, in keeping with our fiscal year. Of this number of new hires, Vox Optima intends to hire Veterans for 50% of these positions. We also pledge to retain those employees for at least one (1) year. Moreover, we continue to maintain our commitment to current Veteran employee, working to retain them on staff. In the last two calendar years, we have hired four Veterans, 75% of whom are still on staff. Moreover, our current Veteran personnel have been employees on average for more than four years.

We are excited to do our part in the Commonwealth of Virginia to re-capitalize our workforce with Veterans thereby energizing Virginia's economy and being an example of how Virginia Values Veterans.

Respectfully yours,



Merritt Hamilton Allen
Owner and Executive Director

CC: Deputy Commissioner Bill Janis